Agronegócio Brasileiro

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Tópicos

- Brazilian Economic Growth Overview
- Agribusiness Participation on the Economy
- Brazilian Land Usage/Availability
- Macro tendencies

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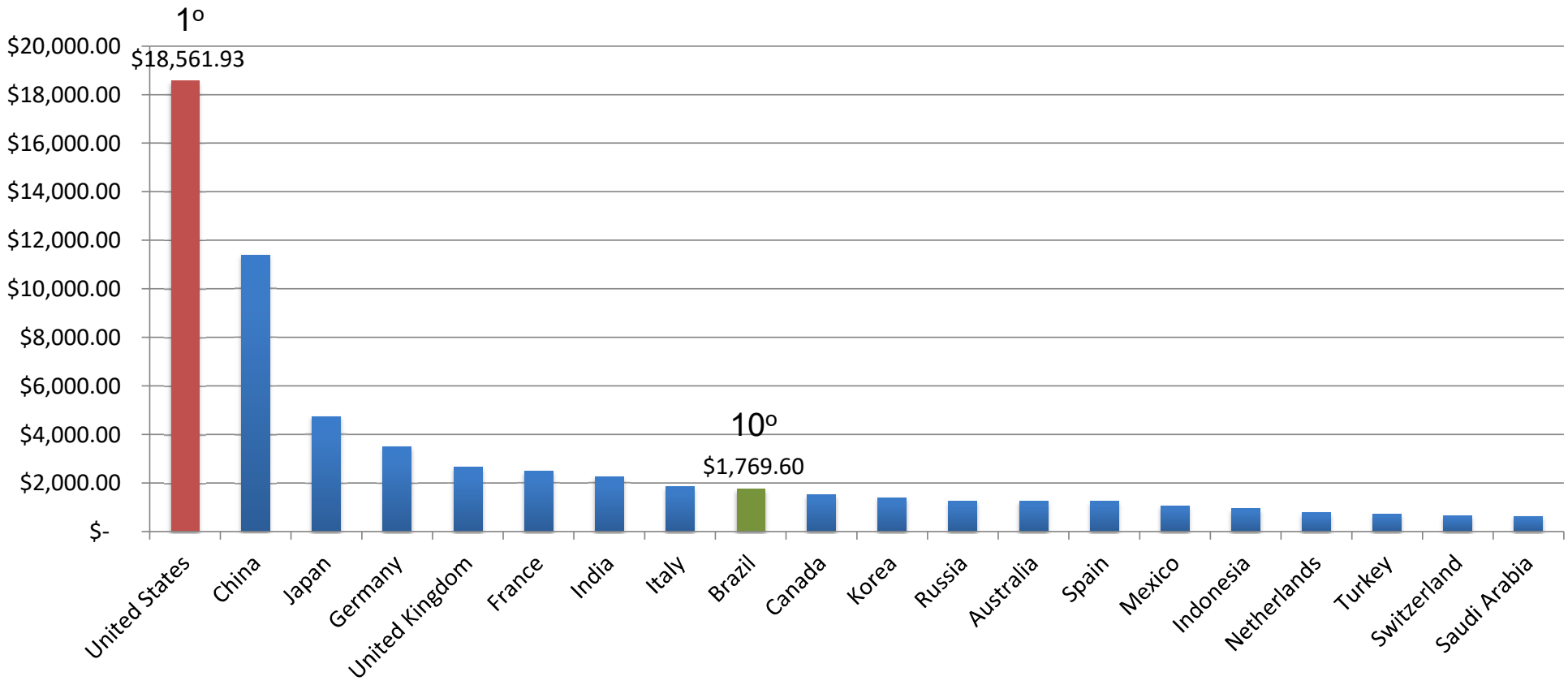
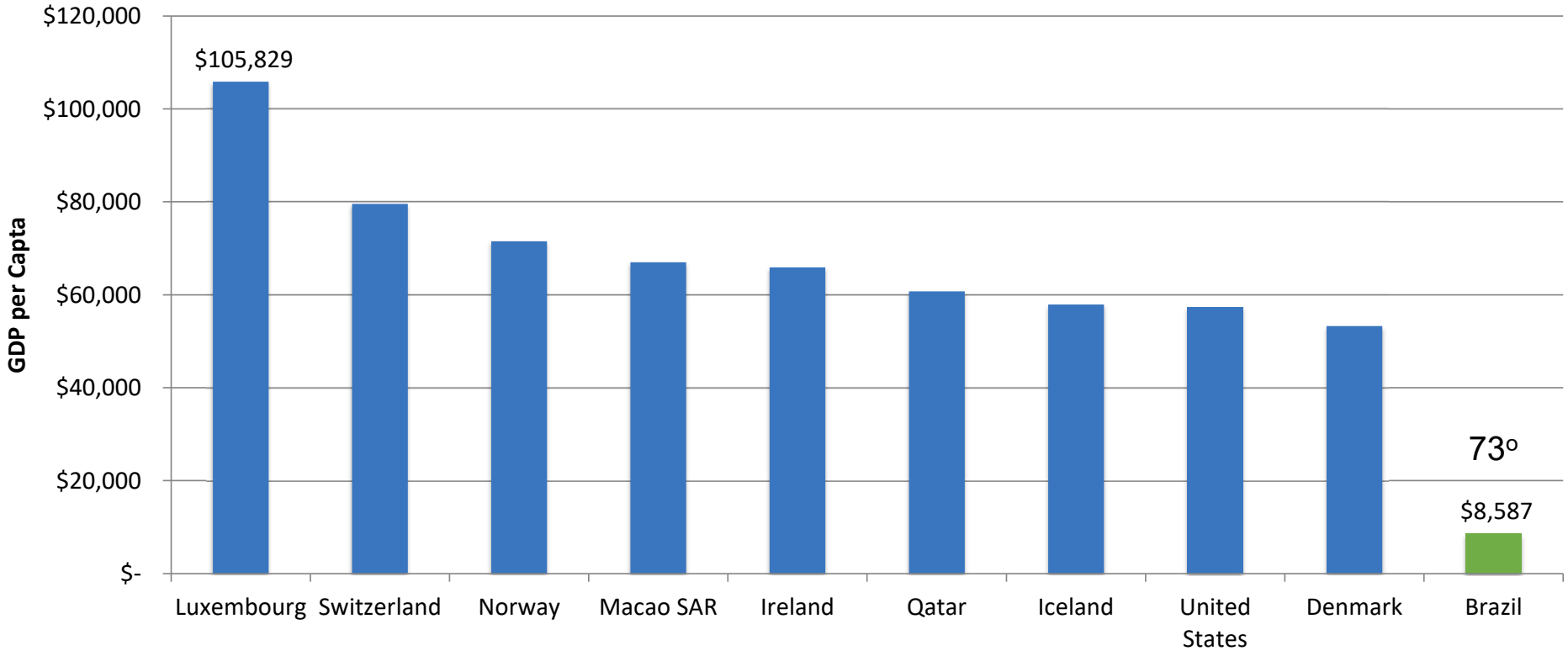
GDP per Country – IMF 2016* (US $ Billion)



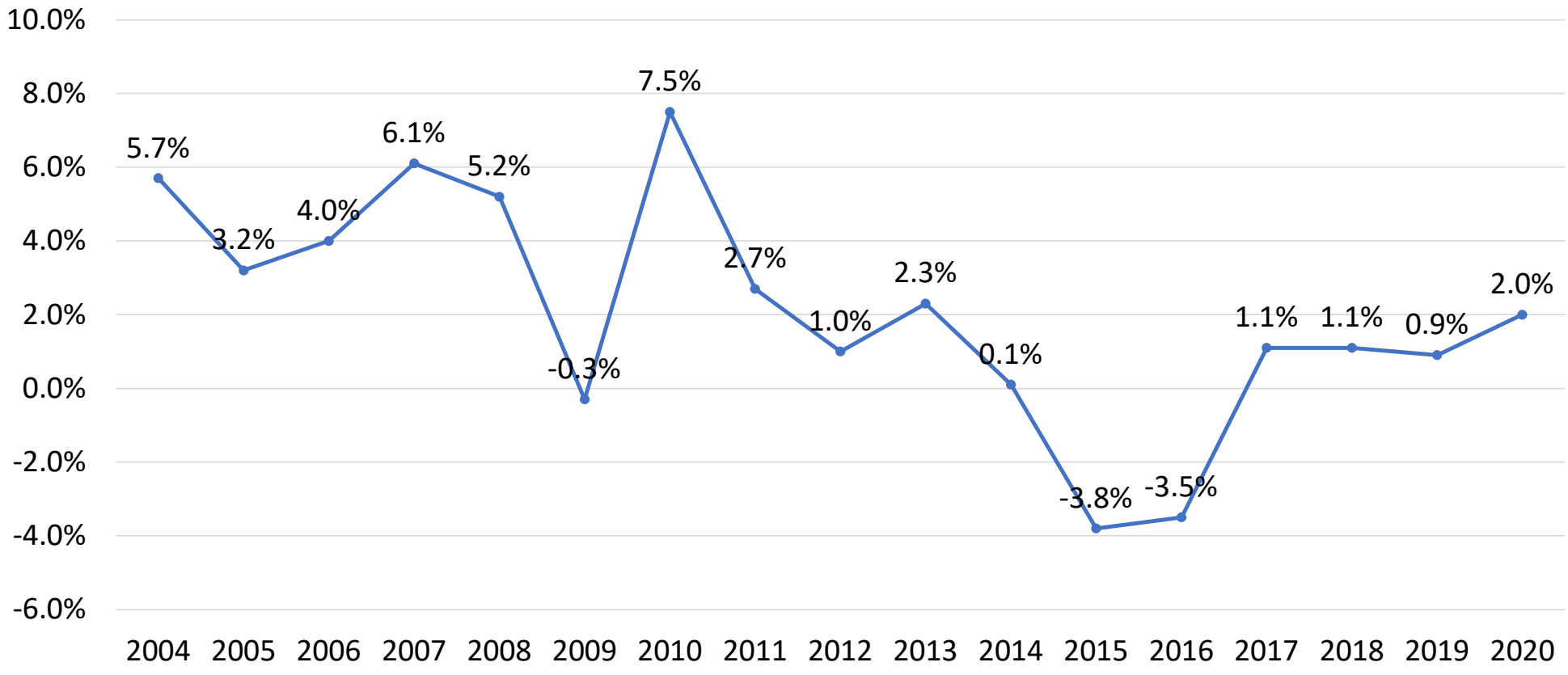
Source: IMF World Economic Outlook, Jan 2017

GDP per Capta – IMF 2016* (US $/person)



Source: IMF World Economic Outlook, Jan 2017

Brazilian GDP Growth



Source: IMF World Economic Outlook, Jan 2017

Brazilian GDP Growth

Nov, 2009

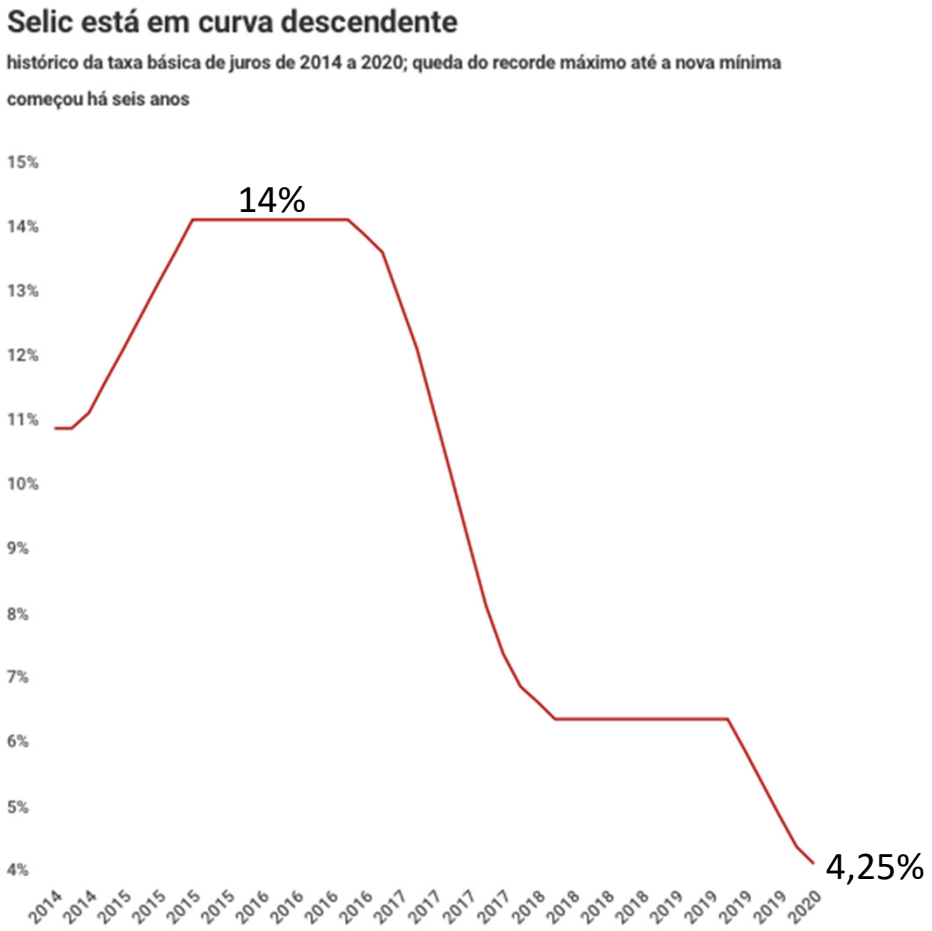
Sep, 2013

Feb, 2015

Jan, 2016

Apr, 2016

Brazilian Interest



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Definição de Agronegócio

Agronegócio (agribusiness):

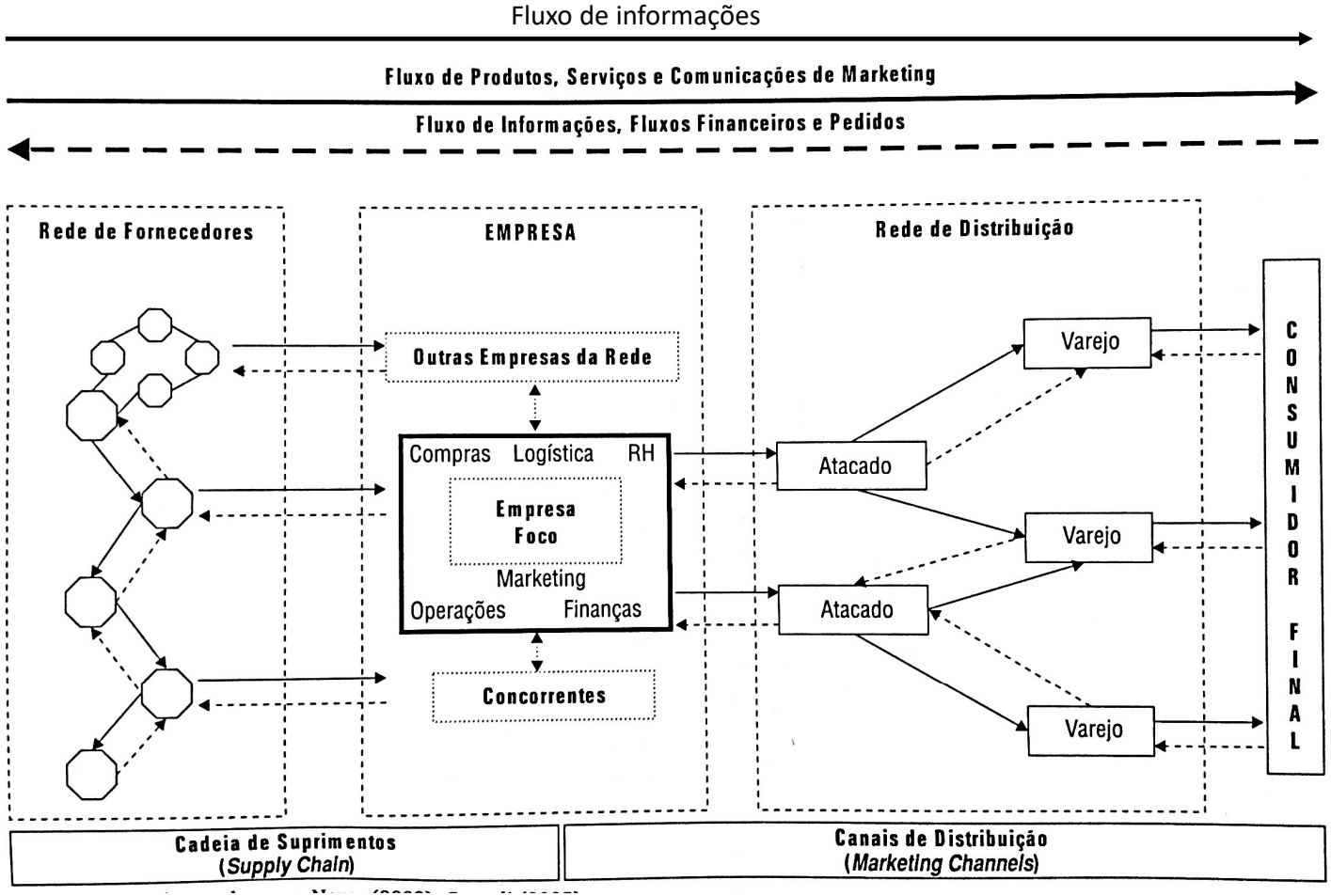
- É um sistema integrado; uma cadeia de negócios, pesquisa, estudos, ciência, tecnologia, etc., desde a origem vegetal/animal até produtos finais com valor agregado, no setor de alimentos, fibras, energia, têxtil, bebidas, couro e outros.

- Na década de 50, os professores Ray Goldberg e John Davis, da Universidade de Harvard, constataram que "as atividades rurais e aquelas ligadas a elas não poderiam viver isoladas". Utilizando fundamentos de teoria econômica sobre as cadeias integradas, construíram uma metodologia para estudo da cadeia agro alimentar e cunharam o termo agribusiness, que sintetizava sua nova visão.

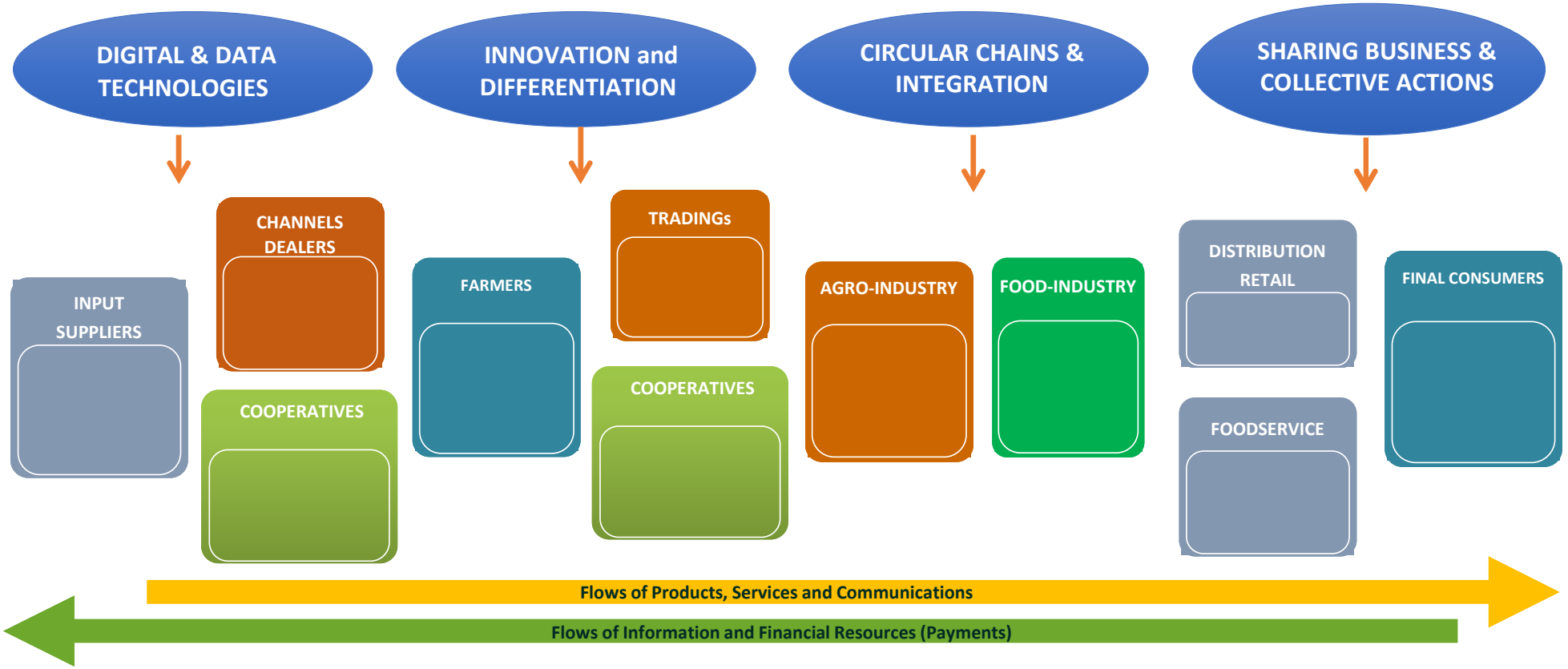
Definição de Agronegócio

Foi estudando as transformações e a reestruturação da agricultura que os dois economistas norte americanos cunharam este termo em 1957, que pela definição diz-se que **é a soma total das operações de produção e distribuição de suprimentos agrícolas; as operações de produção nas unidades agrícolas; e o armazenamento, processamento e distribuição dos produtos agrícolas e itens produzidos com eles.**

Rede da Empresa

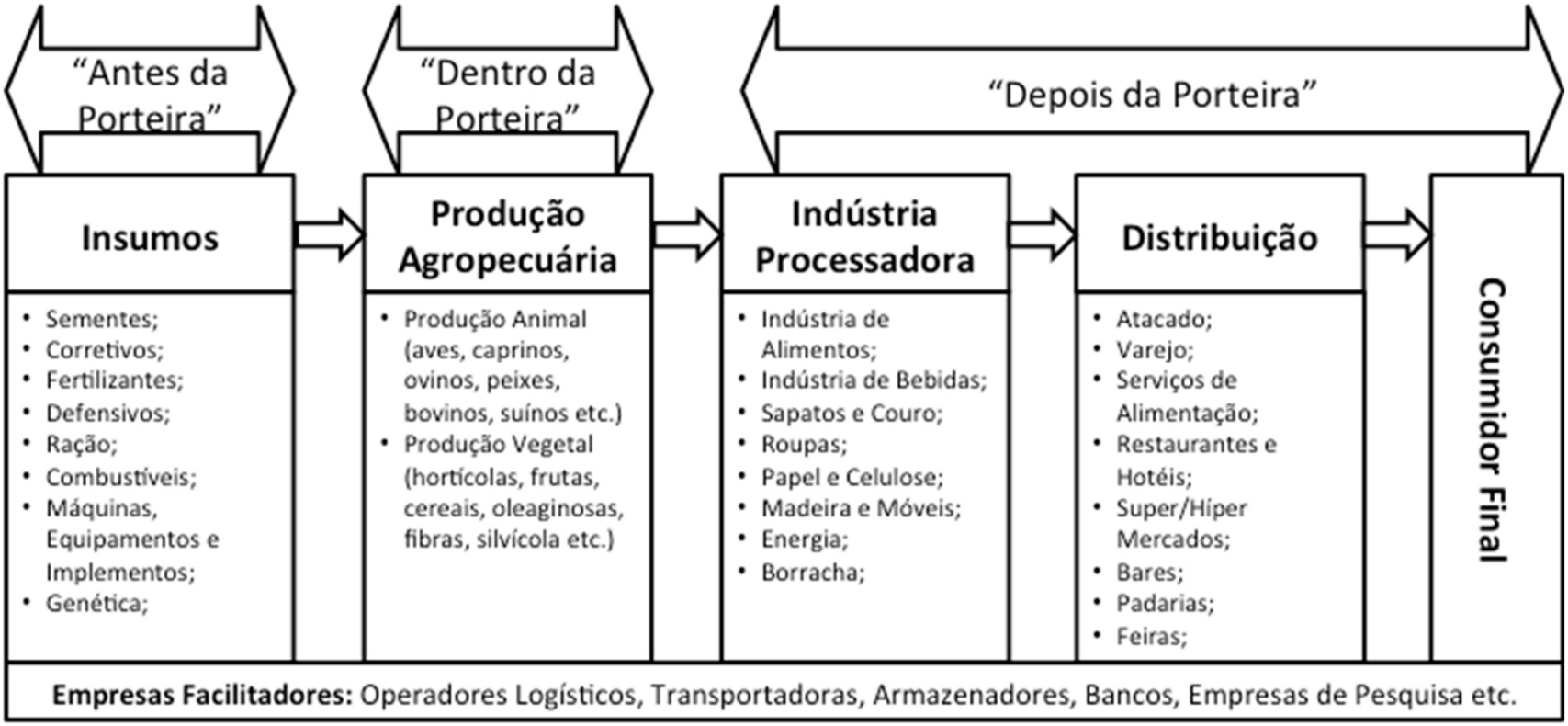


Creating value and building margins



Source: Dr. Marcos Fava Neves, 2019

Os segmentos do Agronegócio



Fonte: Adaptado de Zylbersztajn (1995)

BRAZILIAN BEEF PRODUCTIVE CHAIN

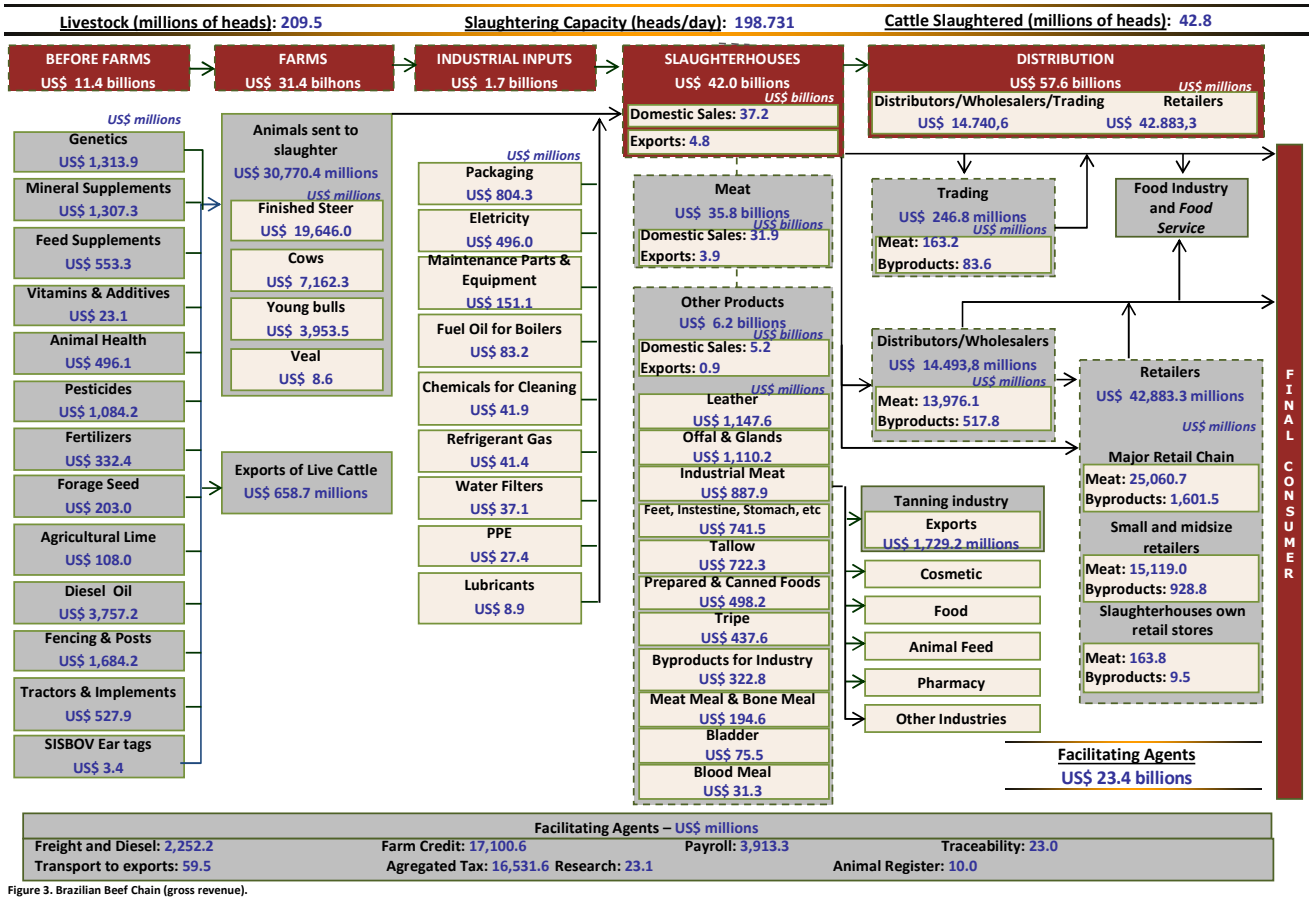
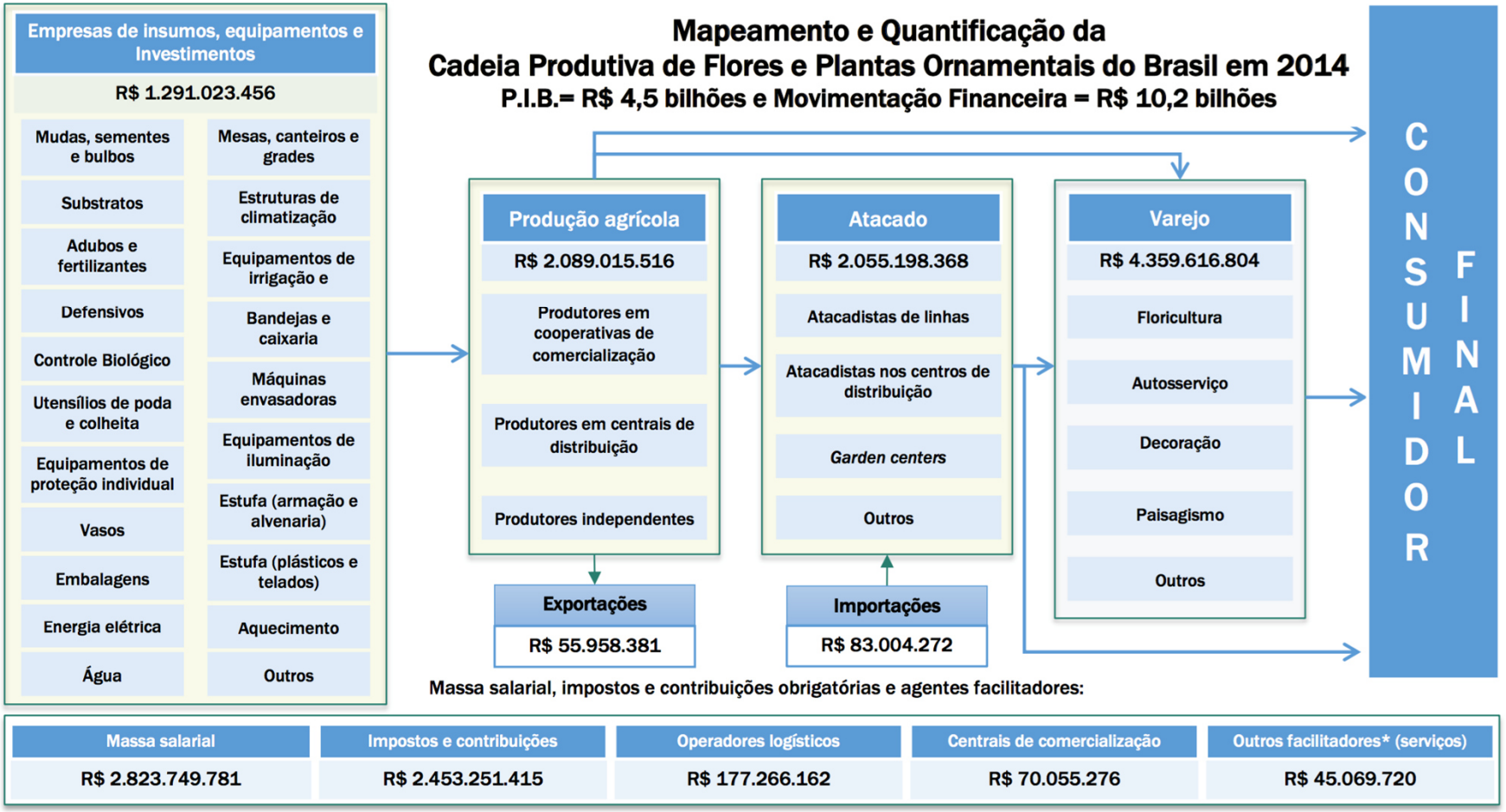


Figure 3. Brazilian Beef Chain (gross revenue).
Source: Neves et al. prepared with data generated by Markestrat and Scot Consultoria.

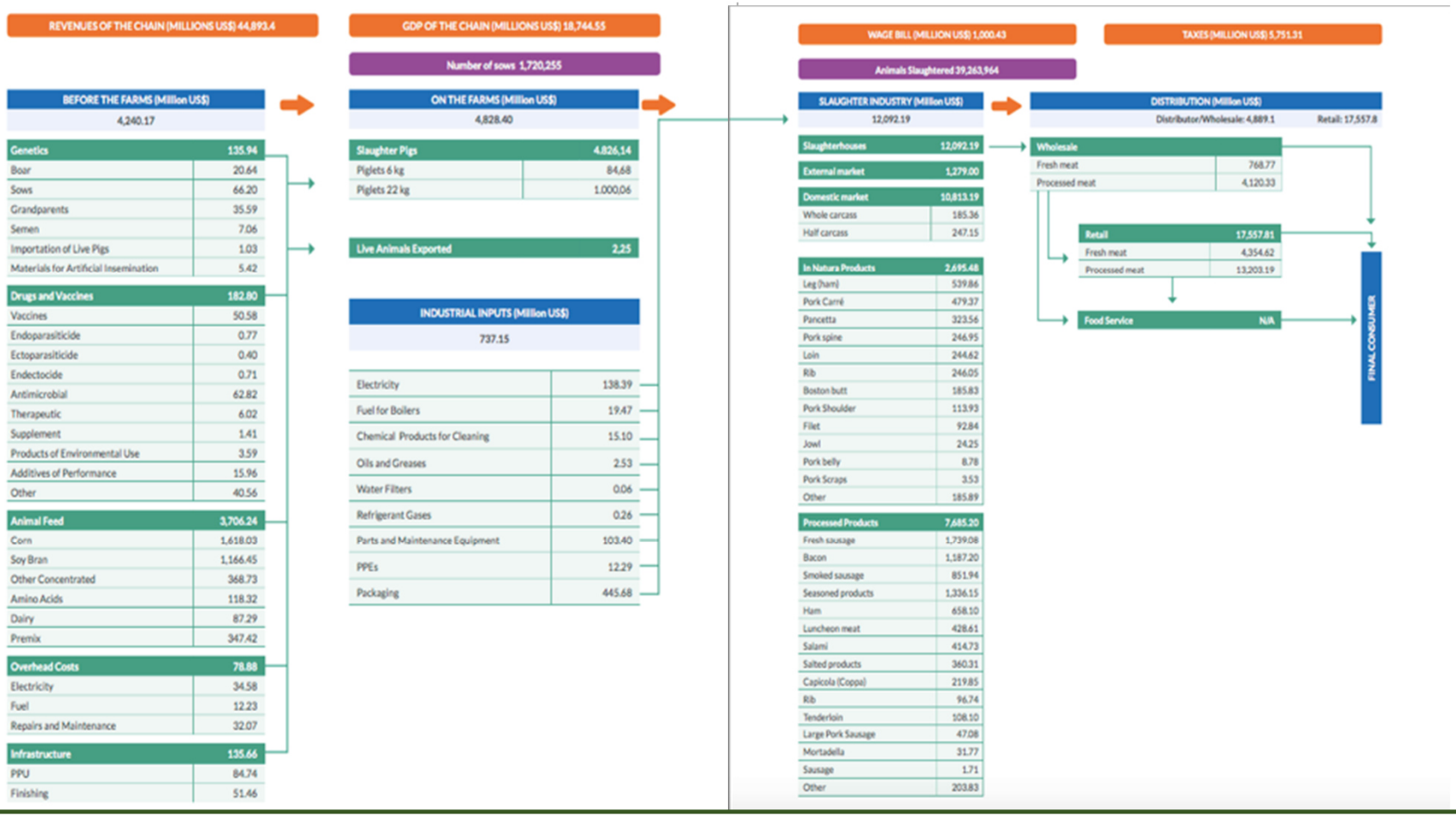


*Outros facilitadores: eventos, agências de comunicação, certificadoras, seguros, consultorias e treinamentos, revistas.

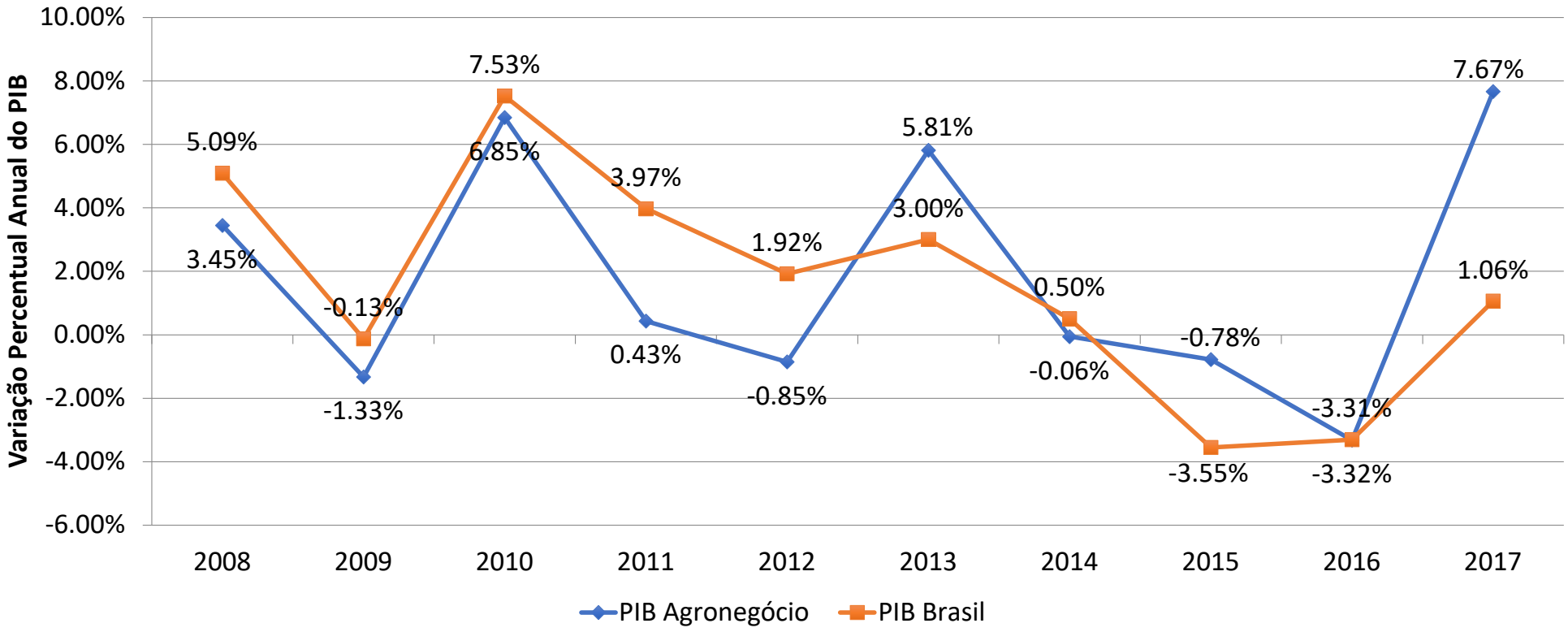
Figura 2.1 - Mapeamento e quantificação da cadeia produtiva de flores e plantas ornamentais em 2014.

Fonte: Elaborada pelos autores a partir de entrevistas com gestores da propriedade agrícola em centrais de comercialização público e privadas, produtores independentes, cooperativas de comercialização, atacados, varejos, estudos acadêmicos e setoriais (LANDGRAF, 2006; FERREIRA; BELO, 2015; SEBRAE, 2015), dados do Ibraflor (2015) e Secex (2015)

Cadeia de suínos no Brasil

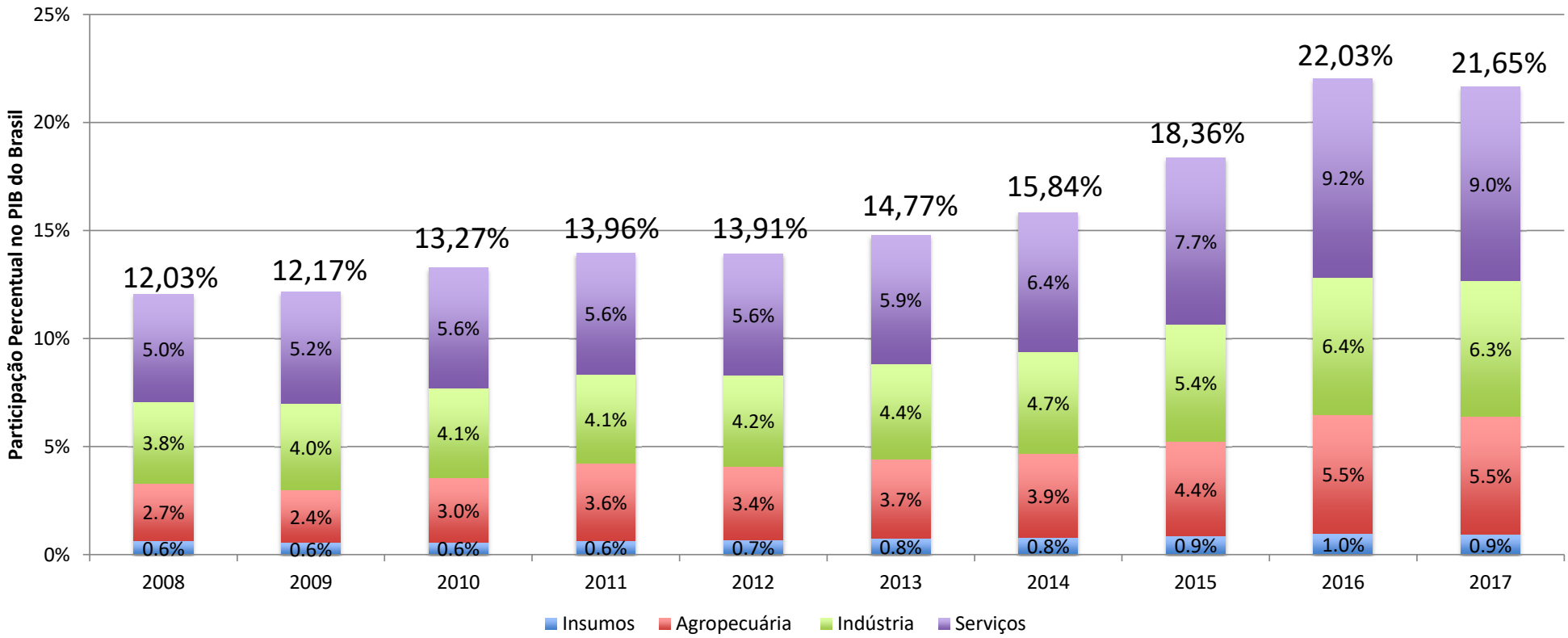


PIB Brasil e PIB Agronegócio



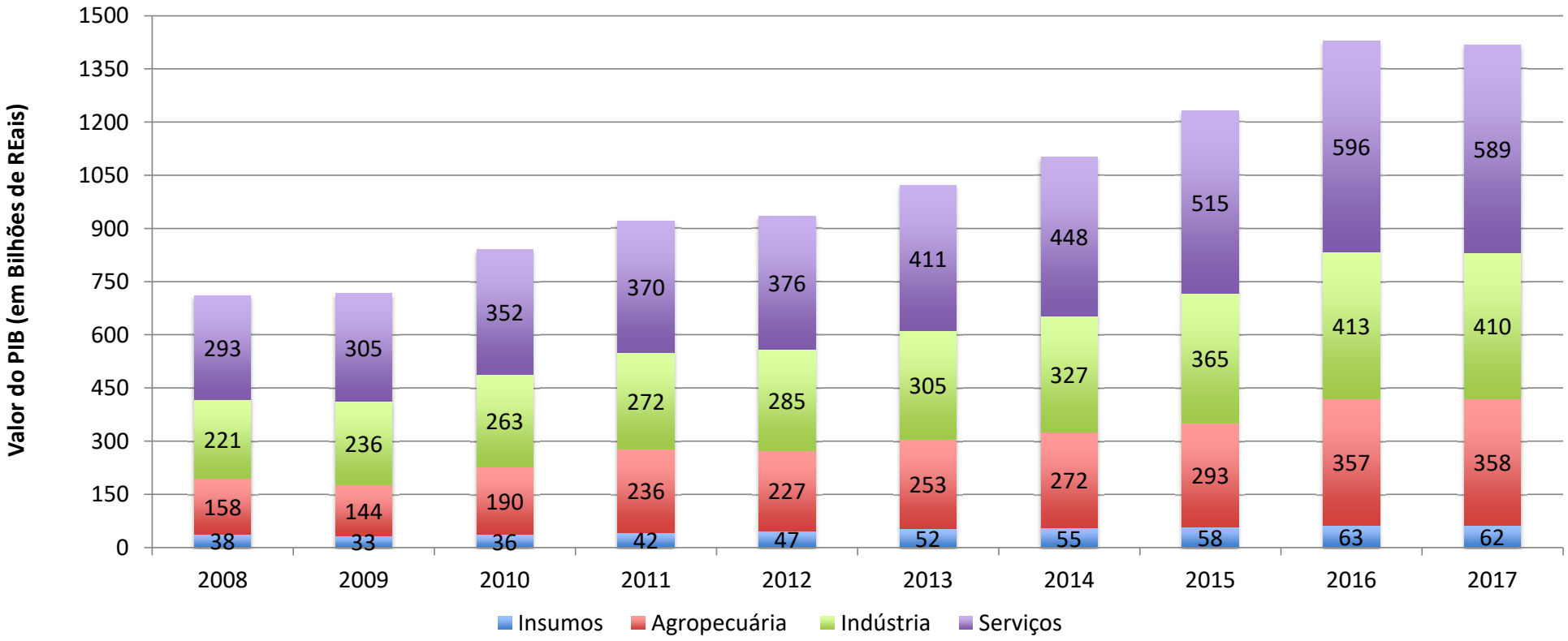
Source: CEPEA / ESALQ - USP, 2018

Participação do PIB Agronegócio no PIB Brasileiro



Source: CEPEA / ESALQ - USP, 2018

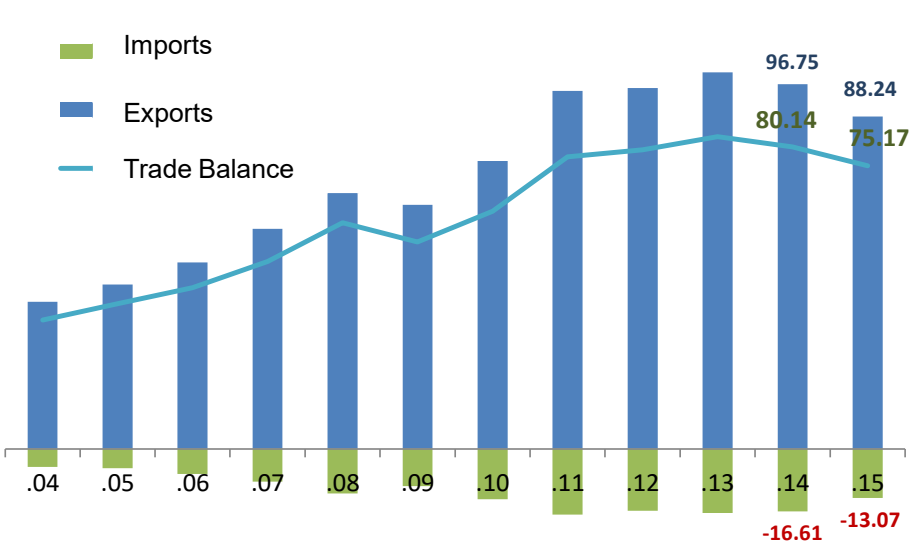
Participação dos setores do Agronegócio em seu PIB



Source: CEPEA / ESALQ - USP, 2018

Brazilian International Trade

Agribusiness Trade Balance (US $ Billions)



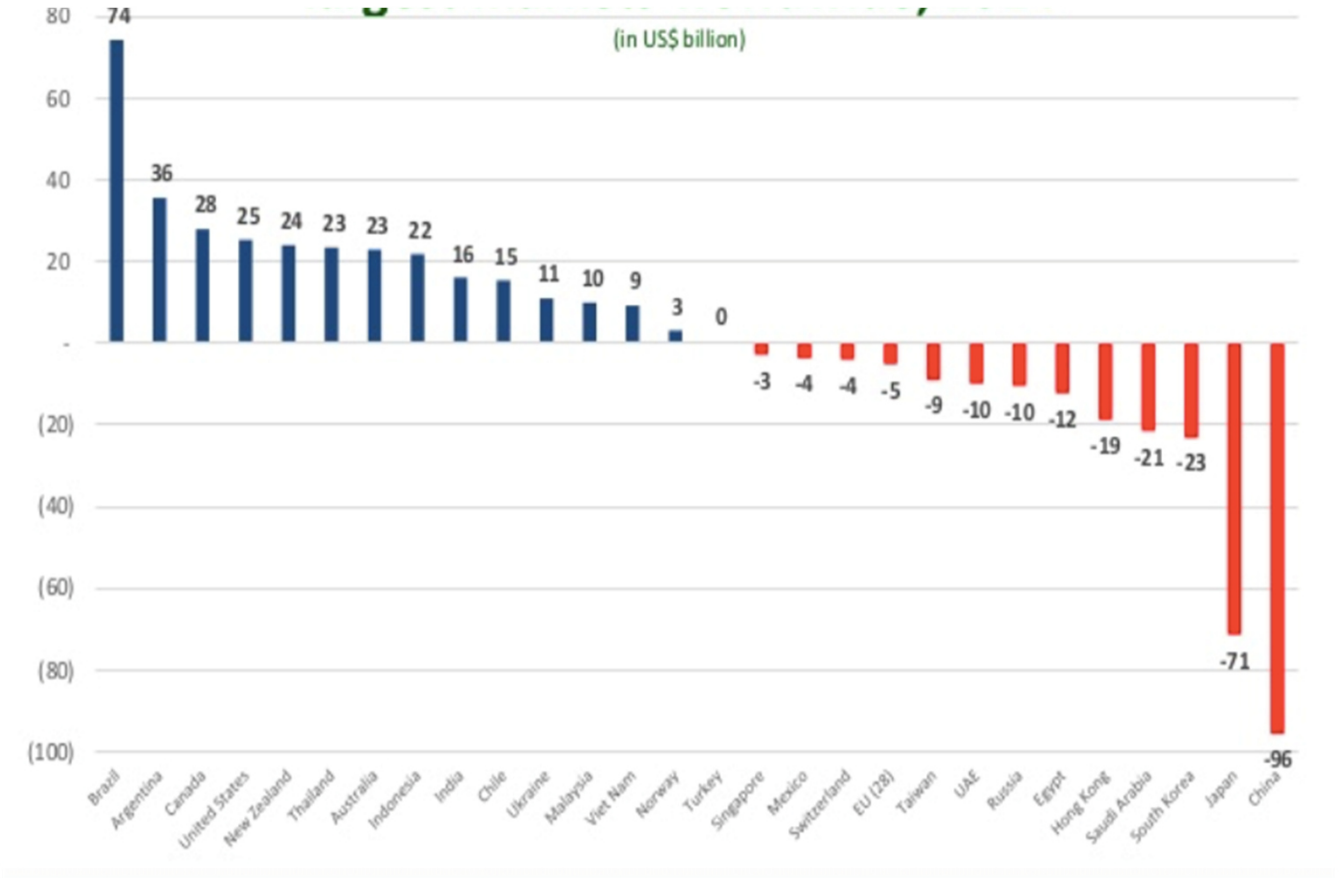
Brazilian Trade Balance (US $ Billions)

Source: SECEX/MDIC, 2016; MAPA, 2016

Brazilian International Trade

Products	Production	Exports	Number of Countries	USD Billions
Sugar	1°	1°	135	8,5
Coffee	1°	1°	130	6,2
Orange Juice	1°	1°	76	1,9
Soybean (grain)	2°	1°	41	21,0
Beef	2°	1°	138	5,8
Poultry	3°	1°	145	7,1
Soybean Oil	3°	2°	52	1,2
Soybean Meal	3°	2°	66	5,8
Corn	3°	1°	99	5,7
Pork Meat	4°	4°	69	1,3

Agricultural Trade Balance in 2014



Source: World Bank, 2015

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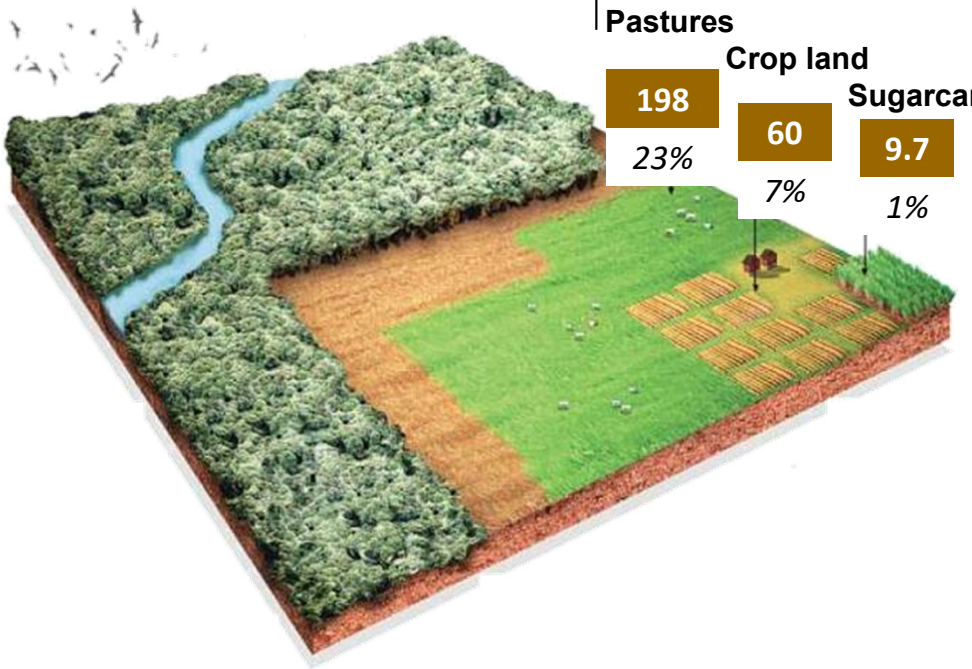
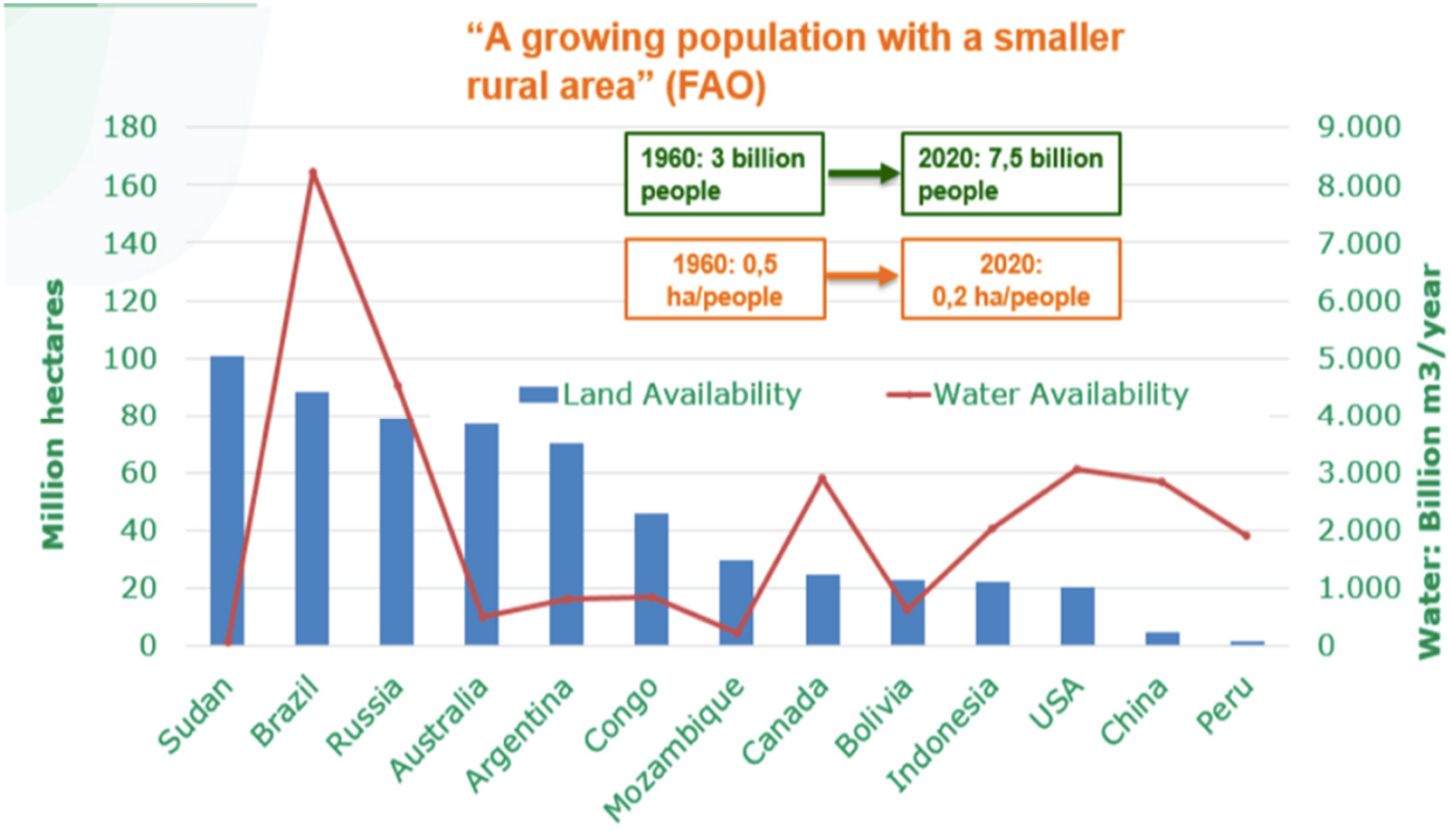
Brazilian Land Usage

Total area	Native vegetation	Pasture and crop land	Other uses
852 M ha	**554 M ha**	**258 M ha**	**40 M ha**
100%	***65%***	***30%***	***5%***



Expansion Areas in the World



Source: World Bank, 2010

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Great Technology and Opportunities

Great Technology and Opportunities

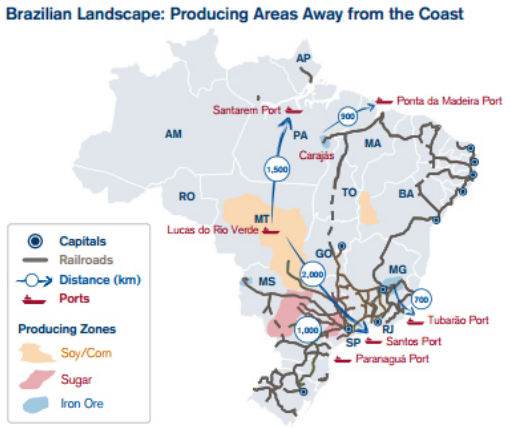
Even Greater Challenges

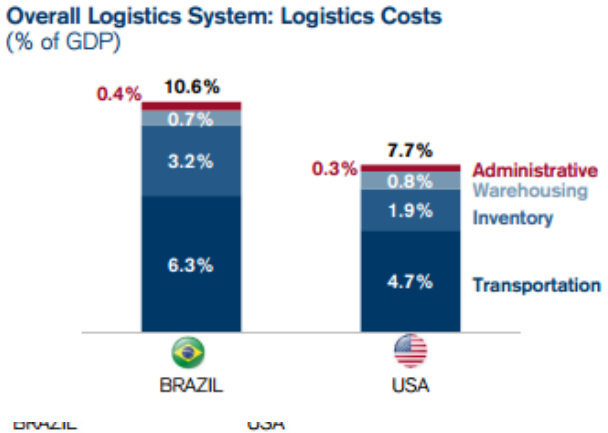
Santos Port

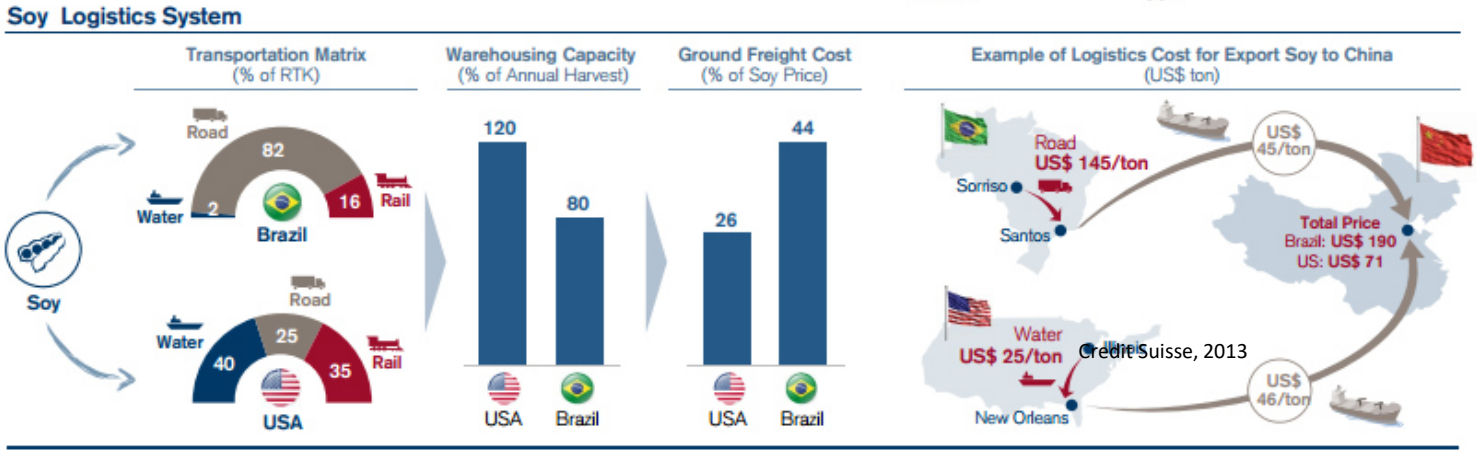
Paranaguá Port

Even Greater Challenges

Even Greater Challenges



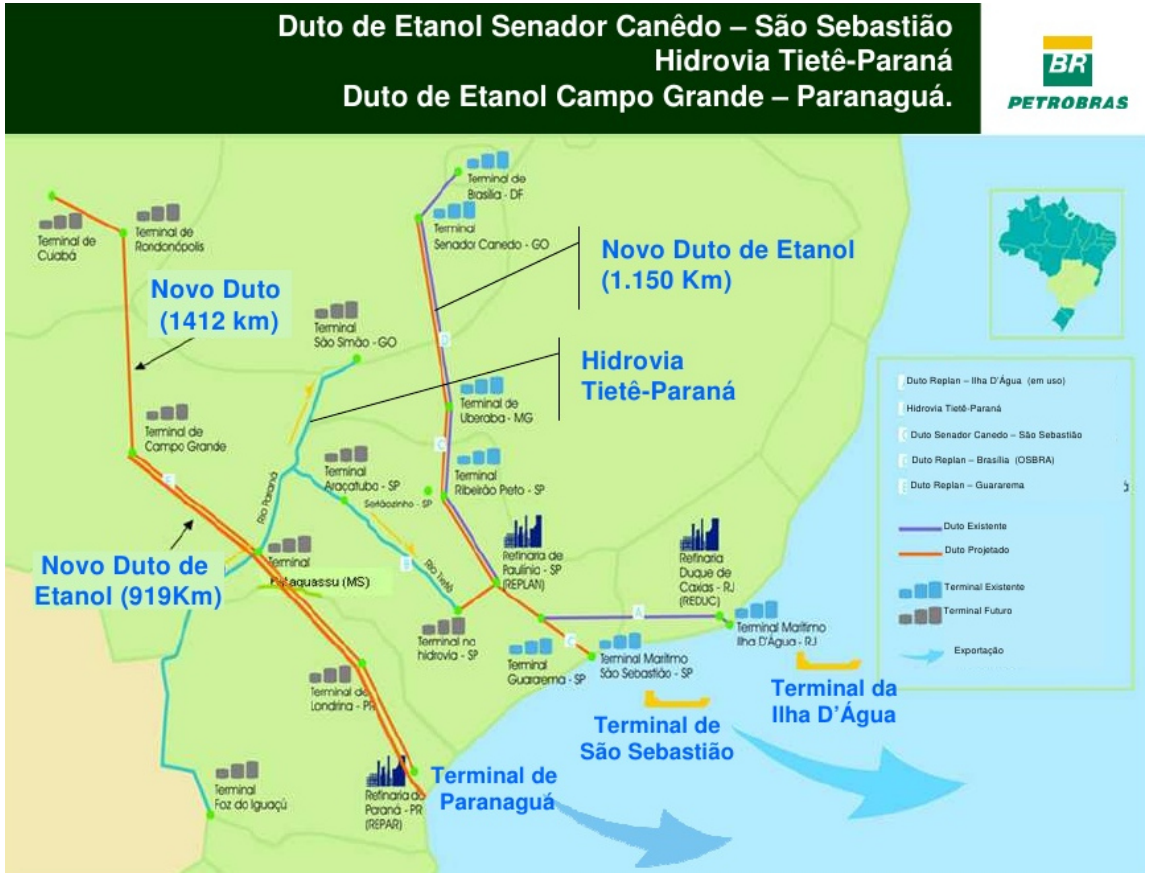




Credit Suisse, 2013

But there is, maybe, some solutions

But there is, maybe, some solutions



02

Brazil's key role to feed the world

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Global demand for food/protein will grow ~2x until 2050

Brazil is the **only large country with favorable conditions to increase supply at scale** and can be the **#1 Agri/food exporter** in the next decade

Brazil is the **natural testbed for the +1,000 AgTechs globally** and the country has already seen investments soar last year

New protocols, services and forms of certification need to emerge to ensure the sustainability demanded by consumers

Source: FAO-OECD, McKinsey analysis

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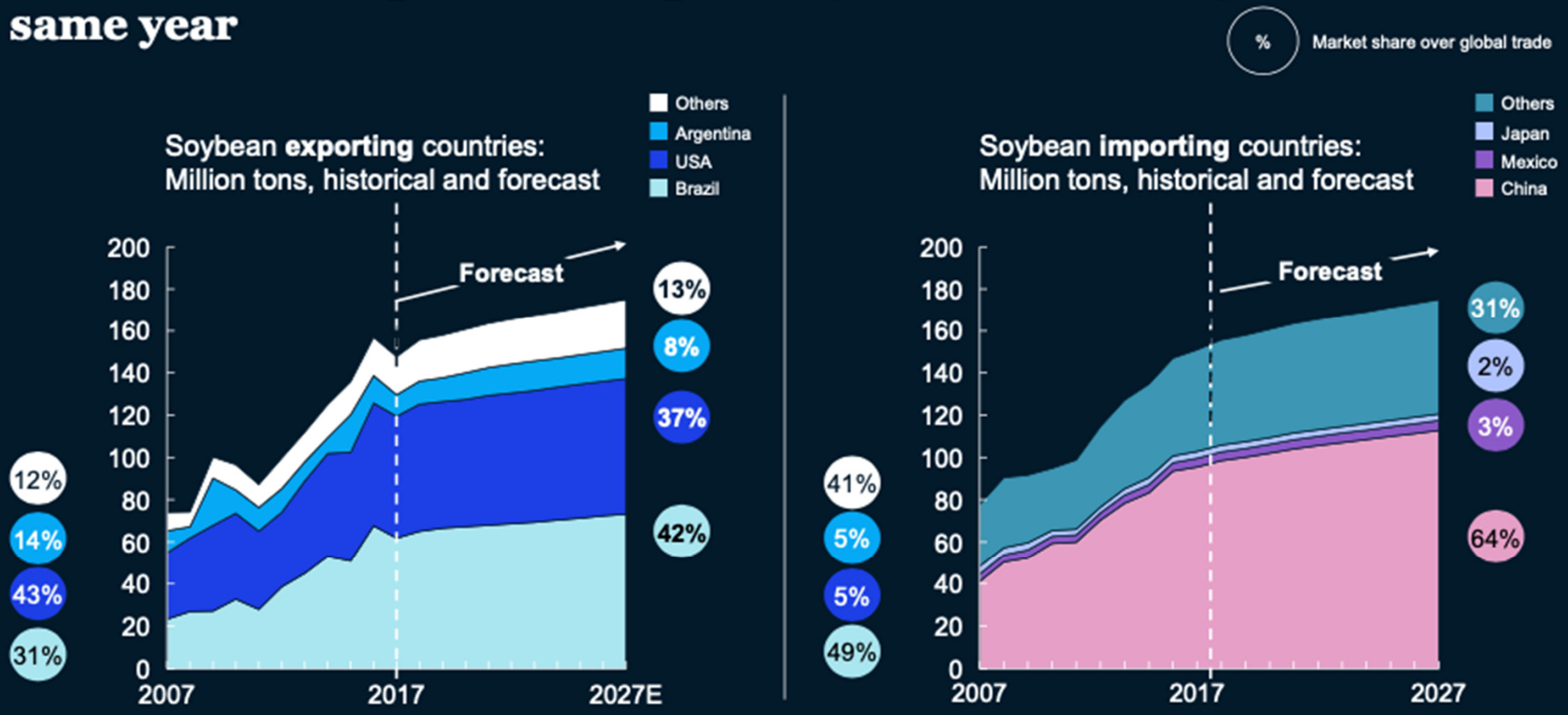
Brazil is likely to export almost half of seaborne soybean by 2027, while China is expected to import ~2/3 of seaborne soybean that same year



Source: FAO-OECD, McKinsey analysis

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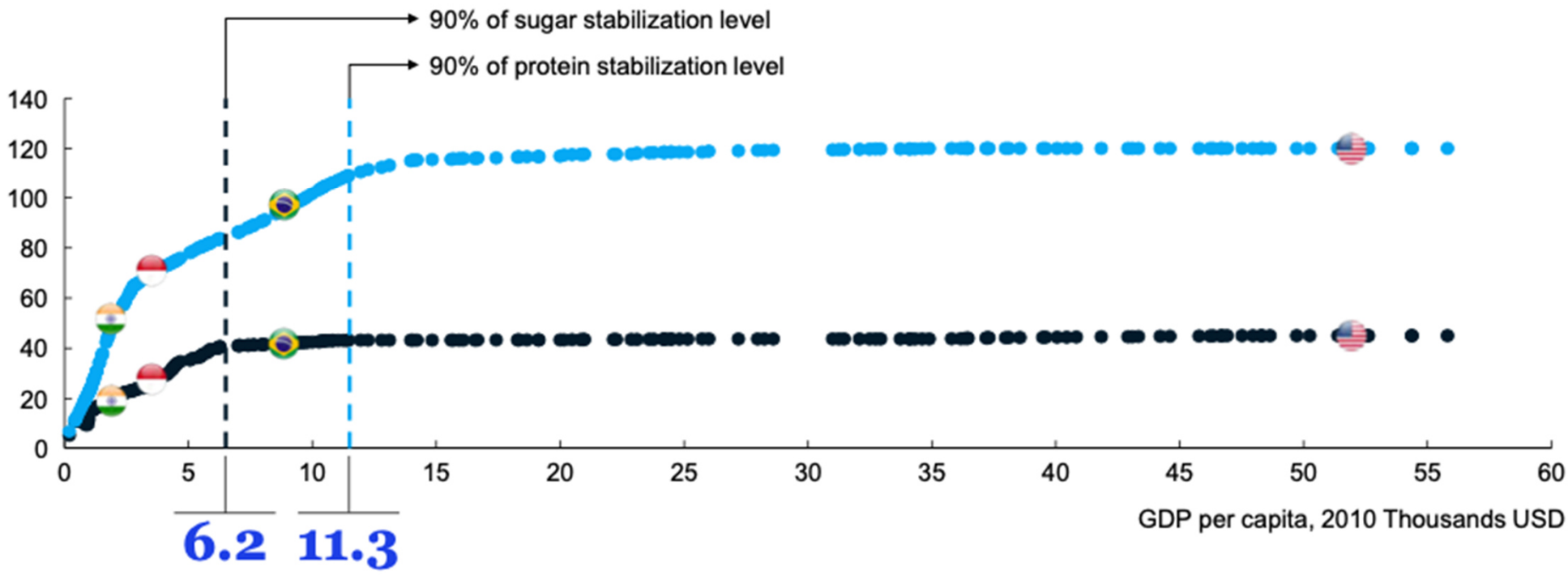
In general, countries stabilize sugar consumption at lower level of income than meat consumption

Sugar and protein consumption per capita
Kg per person per year



Source: FAO-OECD Agricultural outlook (2017-2026); World Bank – IDP per capita 2018; McKinsey analysis

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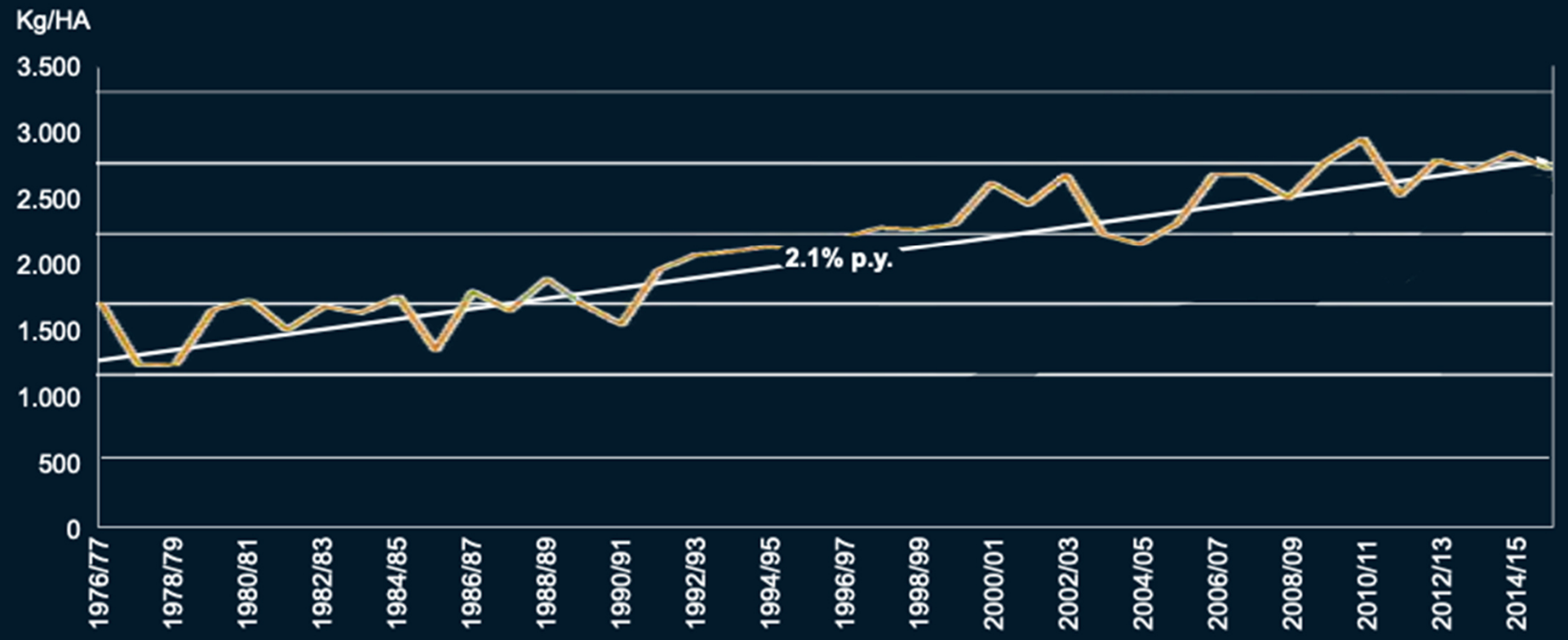
Brazil has experienced unparalleled consistent growth in grain productivity

Evolution of soybean productivity in Brazil



Source: CONAB; McKinsey analysis

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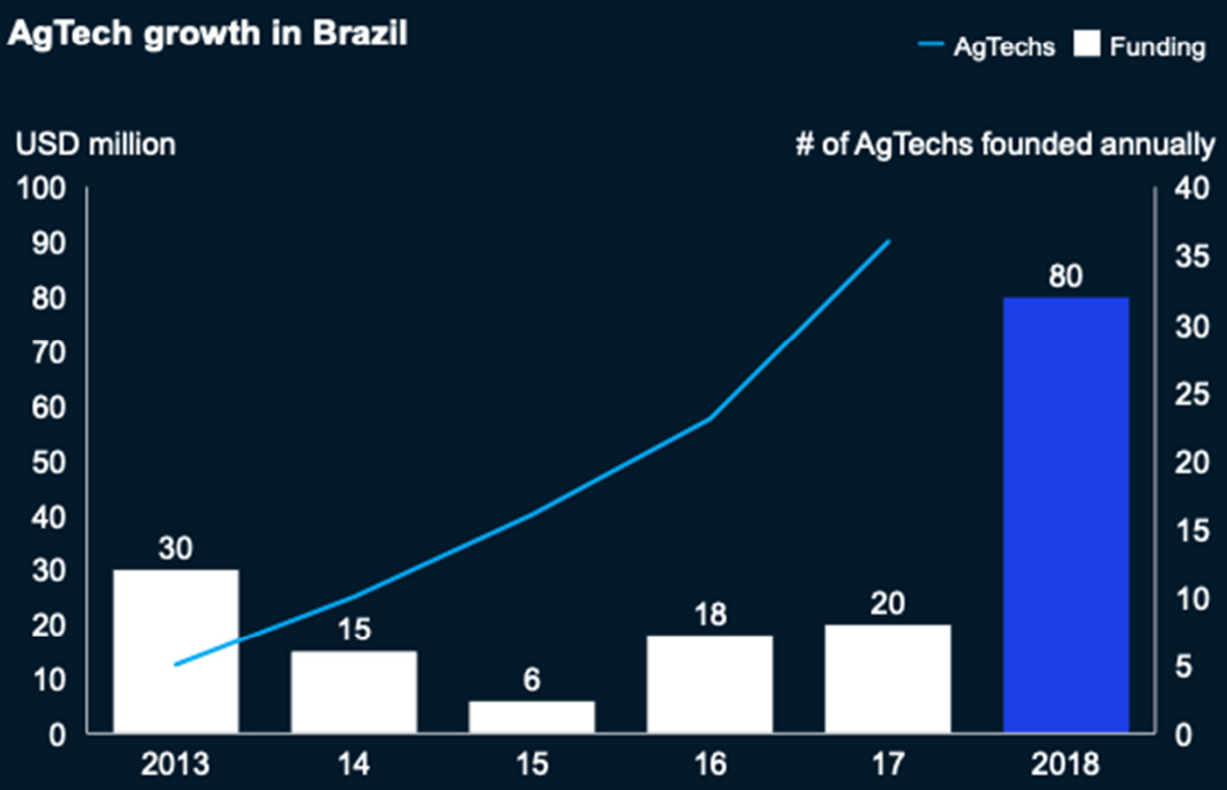
AgTechs are booming

AgTech growth in Brazil



Brazil is the natural MVP market for the +1,000 AgTechs globally

The new generation of farmers is more sophisticated and an early adopter of new technologies

Source: Radar AgTech 2019

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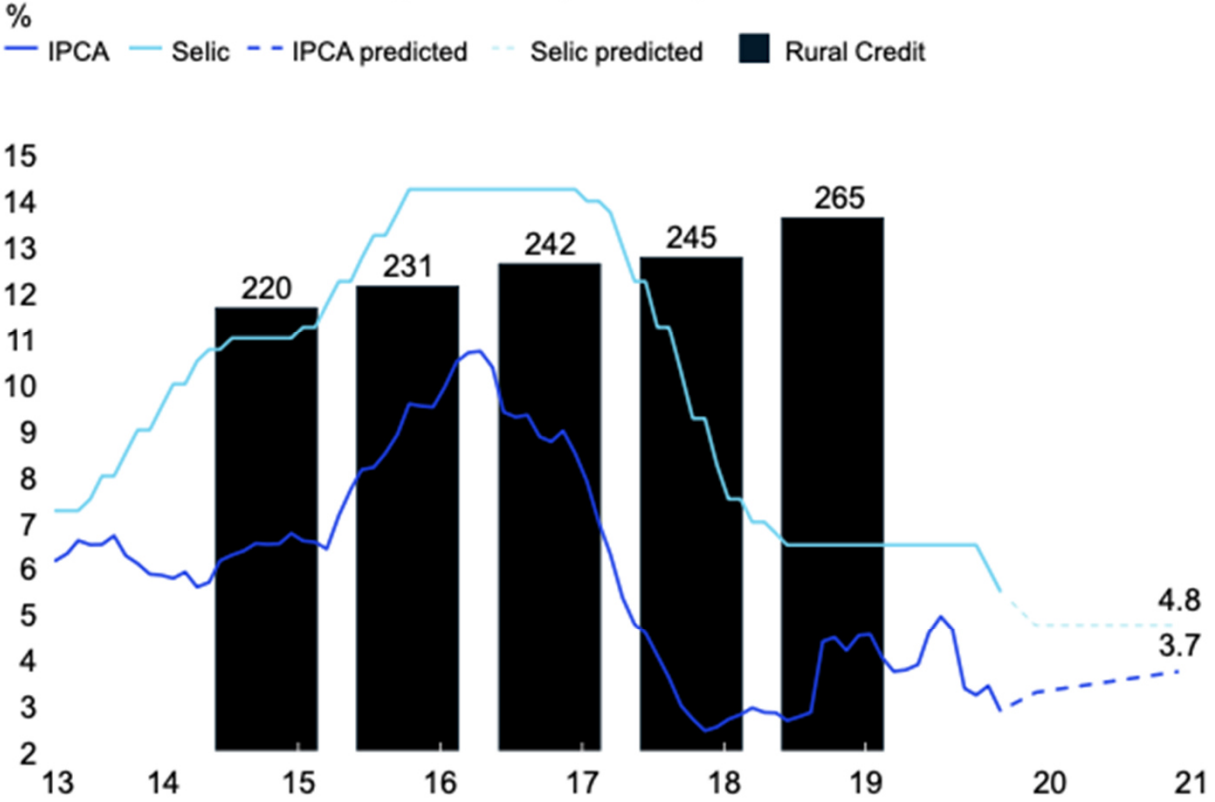
Low interest rates and credit availability will foster long-term investment

Rural credit outstanding volume (BRL Bn), Selic and IPCA rates



Source: Central Bank

New crowdfunding platforms and AgFintechs are disrupting traditional Ag value-chain financing

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New certification and tracking schemes along the value chain should be developed to ensure the sustainability demanded by consumers

Building on their sustainability and zero-deforestation efforts

Nestlé

Shares the CGF[1] commitments for zero net deforestation by 2020

One of the first companies to declare a ZD commitment & to report a comprehensive strategy to eliminate deforestation

Unilever

Joined the TFA by launching a public commitment to eliminate deforestation associated with soybeans, palm oil, paper, and meat with zero net deforestation

Walmart

Took on a public commitment to promote zero deforestation in Brazil's soybean, meat and wood chains

McDonald's

Endorsed the New York Declaration on Forests in 2014

In 2015, it announced its commitment to eradicate deforestation by 2030

1. Consumer Goods Forum

Source: WWF, Ag News, Mongabay

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New certification Schemes are expected to emerge along the value chain

Grain and oilseed companies

Improved brand positioning, go-to-market strategy and revenue model

Food and consumer goods

Increased relevance for sustainability agenda

Farmers

Access to restricted markets

End consumers

Traceability of origin of consumption products

Source: WWF, Ag News, Mongabay

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